

**COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY**

Subject

Tobacco and Electronic Smoking Device Use, Prevention and Cessation

**Policy
Number**

A-99

Page

1 of 3

Purpose

To establish policy guidelines for programs dealing with tobacco and electronic smoking device use, prevention and cessation.

Background

The use of tobacco constitutes a major and serious public health hazard. Tobacco use exacts a heavy toll in terms of disease, disability and death. It has been determined to be a causal factor in over 443,000 premature deaths a year nationally or approximately 3,600 in San Diego County. Additionally, the California Air Resources Board declared environmental tobacco smoke or secondhand smoke (SHS) as a toxic air contaminant, defined as a pollutant, which may cause or contribute to an increase in morbidity or mortality. SHS alone is responsible for approximately 49,400 deaths annually in adult nonsmokers, nationwide, and is associated with an increased risk of lower respiratory tract infections in children. The health care cost of treating patients with conditions caused by or aggravated by tobacco use is an estimated \$96 billion per year. These costs are borne by taxpayers through federal, state and local programs. The opportunity and responsibility exists for the Board of Supervisors of the County of San Diego to take social, educational and legislative action to discourage tobacco use, restrict tobacco industry influence, and eliminate exposure to SHS, and thereby protect and promote the health of San Diego citizens.

Electronic smoking devices include electronic cigarettes, electronic cigars, electronic cigarillos, electronic pipes, and electronic hookah. Electronic smoking device use is rising in popularity, including among youth. Sales of electronic cigarettes in the U.S. tripled in recent years. From 2011 to 2012, the Centers for Disease Control and Prevention reported that use of electronic cigarettes by U.S. middle and high school students more than doubled. The safety of electronic smoking devices has not been scientifically demonstrated. There is a similar effect on serum cotinine levels, a by-product of nicotine, in those who are exposed to tobacco and electronic cigarettes, as both a user and passive bystander. The vapor released from electronic smoking devices contain known toxins, with some metals at even higher concentrations than in cigarette smoke.

The County of San Diego is committed to improving the health of its more than 3 million residents, and identifies tobacco use as a primary impediment to achieving optimal health. Tobacco use is one of the three behaviors identified by the 3-4-50 initiative (poor nutrition and lack of physical activity being the other two behaviors) that contribute to four diseases (type 2 diabetes, cardiovascular disease, respiratory conditions and certain types of cancer) that result in more than 50 percent of all deaths in San Diego County.

This policy supports the County's adopted *Live Well San Diego* initiative by providing direction for pursuing policy changes for a healthier environment.

**COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY**

Subject

Tobacco and Electronic Smoking Device Use, Prevention and Cessation

**Policy
Number**

A-99

Page

2 of 3

Policy

It is the policy of the Board of Supervisors to:

1. Support and strengthen the County tobacco regulatory ordinances as an ideal vehicle for promotion and operation of tobacco use (including cigarettes, cigars, pipes, snuff, chewing tobacco, electronic smoking devices, or other tobacco products) prevention, cessation, and enforcement programs. Define an “electronic smoking device” as:

- an electronic and/or battery-operated device, the use of which may resemble smoking, which can be used to deliver an inhaled dose of nicotine or other substances. “Electronic Smoking Device” includes any such electronic smoking device, whether manufactured, distributed, marketed, or sold as an electronic cigarette, an electronic cigar, an electronic cigarillo, an electronic pipe, an electronic hookah, or any other product name or descriptor. “Electronic smoking device” does not include any product specifically approved by the U.S. Food and Drug Administration for use in mitigation, treatment, or prevention of disease.

2. Support utilization of the media, such as radio, television, outdoor advertising, print and the Internet, in presenting focused and timely information on anti-tobacco issues and tobacco-free lifestyles.

3. Direct the Health and Human Services Agency (the “Agency”) to work with other County departments to provide tobacco use prevention and cessation information to County employees.

4. Support school and youth peer-oriented approaches for the development of both tobacco use prevention and cessation activities in San Diego schools and youth agencies.

5. Support coordination of countywide tobacco control efforts between local organizations.

6. Encourage city and county fire departments to continue public education on the hazards of careless smoking habits in the home.

7. Direct the Agency to collect, tabulate and analyze vital, morbidity, mortality, and other data related to tobacco use for the planning and implementation of local tobacco control programs.

8. Support federal, state, and local legislation and regulations that promote and support efforts to implement tobacco use prevention and cessation activities, reduce youth access to tobacco products, restrict the promotion of tobacco products, and limit tobacco advertising.

9. Address policy conflicts between government support of medical care, tax generation, and tobacco growth, sales, and advertising.

**COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY**

Subject

Tobacco and Electronic Smoking Device Use, Prevention and Cessation

**Policy
Number**

A-99

Page

3 of 3

10. Authorize the Agency Director to carry out any additional activities necessary to reduce the impact of tobacco and electronic smoking device use in San Diego County, including but not limited to:

- countering pro-tobacco influences;
- reducing youth access to tobacco products;
- reducing exposure to second-hand smoke; and
- promoting cessation services and 100% tobacco-free environments on County properties.

Sunset Date

This policy will be reviewed for continuance by 12-31-18.

Board Action

06-05-84 (25)
12-13-88 (73)
12-05-96 (36)
07-10-01 (15)
04-25-06 (4)
12-09-08 (33)
01-24-12 (10)
11-05-13 (24)
03-11-14 (7)

CAO Reference

1. Health and Human Services Agency
2. County Counsel